

Washington State Department of Agriculture

*Small Farm
and
Direct Marketing Program*

Fiscal Year 2003-04

SMALL FARM & DIRECT MARKETING EXECUTIVE SUMMARY

In Washington State, approximately 87 percent of farms are considered “small” as defined by the US Department of Agriculture (USDA).¹ In 2001, the Legislature took a major step towards improving the status of small farms by unanimously passing HB 1984 which established a new program to serve small farms at the Washington State Department of Agriculture (WSDA).

The mission of the WSDA Small Farm and Direct Marketing (SFDM) program is to increase the economic viability of small farms, build community vitality, and improve the environmental quality of the region by facilitating direct marketing opportunities and addressing market barriers for small farms in Washington.

SFDM was placed under the umbrella of WSDA’s Marketing program as the domestic complement to the export focus of the International Marketing program.

The SFDM has Four Goals:

- ❑ Support small farms in complying with federal, state, and local regulations and policies as they apply to direct marketing of farm products;
- ❑ Facilitate direct marketing opportunities and promote localized food systems;
- ❑ Assist in developing infrastructure such as processing facilities, commercial kitchens, and distribution models to support market access for small farms; and
- ❑ Actively involve a diverse array of food system stakeholders in program development.

Program Resources:

The program’s FY’04 operating budget of \$166,399 included \$75,000 of state funds to support the core program and \$91,399 of federal grants for additional

programs and outreach. The program consists of 1¾ full-time equivalent employees (FTEs).

Accomplishments:

Over the past three years, the SFDM has assisted more than \$5.6 million in sales by small farms. In FY’04 the program:

- ❑ Assisted 3,323 small farmers, consumers, farmers’ market managers and agencies with information about direct marketing regulations and strategies, value-added processing, farmers’ market development, agricultural tourism, food policy councils, and other information relevant to Washington’s small farm industry.
- ❑ Took a lead role in national efforts to link local farms with local school cafeterias, distributed over 2,700 *Farm-to-Cafeteria Connections*, a resource for establishing such programs.
- ❑ Administered \$450,000 in grants since FY’01 to 24 local direct marketing projects statewide. In FY’04 these projects resulted in \$5,101,868 of farm sales.
- ❑ Assisted in \$359,164 in sales for farms through farmers markets and farm-to-cafeteria projects.
- ❑ Since 2001, assisted WSDA and other agencies to acquire almost \$1.9 million in federal and state grants to support small farm and direct marketing projects in Washington (Appendix B).

Results of SFDM Projects - July 2003-2004	
Farm sales assisted by SFDM Grants	\$5,101,868
Farmers Market Sales	\$300,000
Farm-to-Cafeteria Farm Sales	\$59,164
Total Sales	\$5,461,032

¹The USDA defines a small farm as having less than \$250,000 gross annual sales with day-to-day labor and management provided by the farmer and/or the farm family that owns, or leases the productive assets of the farm.





SMALL FARM & DIRECT MARKETING PROGRAM DESCRIPTION

PROGRAM MISSION

Established in 2001, the mission of the WSDA Small Farm and Direct Marketing program (SFDM) reflects the primary goals of agricultural sustainability - economic viability, environmental stewardship, and social equity. This mission statement was established by over 50 small farm industry stakeholders, who gathered in Olympia in 1999 to chart the course for the new program.

Mission Statement:

The Small Farm and Direct Marketing Program increases the economic viability of small farms, builds community vitality, and improves the environmental quality of the region by facilitating direct marketing opportunities and addressing market barriers for small farms in Washington.

FISCAL YEAR 2003-2004 BUDGET

In FY'04, the operating budget for SFDM was \$166,399. The State General Fund budget of \$75,000 supported core personnel. The program also obtained \$91,399 in US Department of Agriculture (USDA) grants to conduct specific project and activities. The budget supports one full-time manager and a three-quarter-time coordinator.

Fund Sources	Amount	Comments
General Fund-State	\$75,000	1 FTE; core program expenses
USDA/WSU IFAFS	\$31,399	¼ FTE; poultry processing education
USDA Risk Mgmt Agency	\$35,000	Educational outreach to small farmers
Specialty Crop Grant Program	\$25,000	½ FTE; administer grant program

The program also administers \$450,000 in grants. These funds are from part of a one-time grant by the USDA to WSDA called the Specialty Crop Assistance Grant Fund. These grants have been used to fund local organizations to develop marketing infrastructure, promote Washington-grown foods, and other projects that support farmer-controlled marketing efforts.

ADVISORY BOARD ENSURES AN EFFECTIVE STATE-WIDE PROGRAM

To ensure the program continues to address the needs of the small farm industry, a Small Farm & Direct Marketing Advisory Board (Appendix A) serves the agency. Farmers, farmers market managers, and representatives of research institutions, independent retail stores, chefs, producers of value-added products, and agricultural support agencies compose the 11-member board. Drawing from both the west and east sides of the state, the Board provides WSDA with recommendations and guidance on SFDM activities that support Washington's farmers.

In addition, SFDM staff sit on several advisory boards for state agencies, and non-profit organizations to ensure a coordinated approach to small farm profitability. This interagency and government-industry collaboration makes the most efficient use of state dollars to solve local problems.

STRATEGIC PLAN

The strategic plan for the program continues to be developed through extensive planning with the SFDM Advisory Board, small to medium-scale farmers, Washington State University (WSU) extension and research personnel, and agricultural organizations. Avoiding duplication of services provided by other agencies, and industry organizations, is paramount to developing an effective plan. Four main goals for the program have been identified:

1. To support small farms in complying with federal, state, and local regulations and policies as they apply to direct marketing of farm products.
2. To facilitate direct marketing opportunities and promote locally based food systems. This includes the following activities:
 - Assist farmers market development.
 - Enhance farmers market funding through Women and Infant Care (WIC) and Senior Farmers Market Nutrition programs.
 - Provide opportunities and assistance in developing grant proposals for farmer groups and non-governmental agricultural organizations.



- Develop and administer SFDM grant program with Specialty Crop funding.
 - Enhance small farm marketing to public institutions and other food service establishments.
 - Enhance marketing relationships between chefs and local farms.
3. Assist in developing infrastructure such as processing facilities, commercial kitchens, and distribution models to support market access for small farms.
 4. Actively involve food system stakeholders in program development and increase customer (i.e. farmers, chefs, market managers) awareness of SFDM activities. SFDM is also a voice for small farms with state agencies.
- SFDM is working with the Washington State Department of Social and Health Services (DSHS) to assist with the Senior Farmers Market Nutrition program.
 - SFDM is working closely with USDA, WSDA's Food Safety program, and local health districts to help small farmers understand current food safety regulations. Also, these working relationships build bridges and improve communication between the industry and regulatory agencies.
 - SFDM staff work with the Washington School Food Service Providers Association and Office of Superintendent of Public Instruction to encourage the use of Washington agricultural products in K-12 schools.

Nearly every goal of the strategic plan has been addressed and the program, as envisioned, is clearly contributing to the economic stability of family farms and their communities. All work has focused on two priorities: Increase small farm profitability and improve direct marketing infrastructure across the state.

GIVING A VOICE TO SMALL FARMS



The SFDM program provides a voice at the state and local government levels for the unique issues faced by small farms. This helps ensure that issues are heard from all segments of the Washington agriculture industry. SFDM staff also collaborates with a broad range of agencies in order to address issues with a systematic approach.

- SFDM actively participates in the Department of Health's (DOH) *Access to Healthy Foods Coalition* and *Nutrition and Physical Activity Policy Leadership Group* to ensure that local food system planning is included in the development of a state policy and projects to improve health and reduce obesity in Washington communities.



DIRECT MARKETING ACHIEVES RESULTS

In 2004, sales at farmers markets reached \$30 million after six years of consistent sales growth (25 percent per year). According to the Washington State Farmers Market Association, SFDM activities have resulted in at least \$300,000 of these new sales for farmers. It is important to recognize that these figures only represent sales at farmers markets. Directly marketed farm sales, including sales to restaurants, grocery stores, and through Community Supported Agriculture (CSA) programs, in addition to farmers markets, is estimated to be \$45 million annually.

While small-scale farms have been making use of direct marketing strategies for many years, all segments of the agricultural industry are beginning to recognize the value of direct marketing strategies and the importance of enhancing local food systems.

FOOD POLICY COUNCILS: LINKING AGRICULTURE AND NUTRITION IN WASHINGTON STATE

The Small Farm and Direct Marketing program has caught the attention of a national audience. Program activities, such as Farm-to-Cafeteria, have led to collaborative partnerships with other states and national organizations. One area of collaboration nationally has been establishment of state and local Food Policy Councils.

Food Policy Councils are officially sanctioned bodies comprised of state agencies, non-profit organizations, industry representatives and other stakeholders in the food system. This includes consumers and lower income citizens. Over the last five years, many cities and states have created such councils to serve their areas with policy recommendations, providing needed research, and carrying out activities that enhance local consumption of food produced locally.

The Washington State Food Policy Council will serve the agricultural industry by expanding awareness of agricultural issues between a wider array of agencies and organizations, and linking agricultural economic viability and the food security of all Washington citizens. This expanded awareness and the Food Policy Council's goal to examine issues in a holistic manner, will mean greater support for the agricultural industry in Washington.

WSDA has brought key agencies and stakeholders together to develop a proposal for a Washington Food Policy Council. With the support of the agencies, this has been submitted to the Governor's office and an Executive Order establishing the Food Policy Council is pending.

LINKING LOCAL FOOD WITH LOCAL NEEDS: FARM/FOOD SERVICES DATABASE

Striving to connect Washington farms with institutional food services, restaurants, gleaning programs, food banks and other buyers, the SFDM program teamed up with the *Access to Healthy Foods Coalition* to create a database to connect food service buyers with farmers. The SFDM helped to define the steps that would be taken to create this database, and hired a project coordinator to begin the process of collecting information and designing an Internet-based resource that will enhance local food distribution systems in Washington.

This project has forged strong, collaborative relationships between WSDA, DSHS, DOH, and several non-profit organizations. It is scheduled for completion in July of 2005, and will greatly enhance sales for family farms through restaurants and food service institutions. It will also create a closer link between communities-in-need and fresh, locally grown foods.

FARM-TO-CAFETERIA PROGRAM MAKES WASHINGTON A NATIONAL LEADER



Figure 1. Seniors at Senior Services of Seattle/ King County meal sites enjoy "Farm Fresh Meals."

“Farm-to-Cafeteria” programs, linking local farms with institutional cafeterias, are gaining popularity across the US. This provides increased access to healthy foods for consumers while improving the economic viability of family farms and strengthening local economies.

WSDA’s SFMD program is a leader in this movement for educating farmers about the risks and opportunities of institutional sales, and for building connections between farmers and food service buyers.

Farm-to-Cafeteria Highlights

Forums on “Farm-to-Cafeteria Connections” Bring Farmers and Food Service Buyers Together. Funded by the USDA Risk Management Agency (RMA), SFDM hosted forums in Spokane, Seattle, Bellingham, and Wenatchee on “Farm-to-Cafeteria” programs. These forums showcased successful “Farm-to-Cafeteria” programs, and created connections between 230 food service buyers, farmers and community organizations.

Washington-Grown Meals Served at More Than 75 Institutions Statewide. As a result of SFDM’s “Farm-to-Cafeteria Connections” forums and



technical assistance, 78 institutions purchased \$59,000 of fresh produce, meats, and grains directly from Washington farms. In 2004, children, seniors and working adults enjoyed fresh, Washington grown foods in 35 K-12 schools, six colleges and universities and 37 corporate/private

cafeterias. These institutions purchase directly from local farms, or through coordinated brokering programs, and intend to purchase more from Washington farms in the future.

“Farm-to-Cafeteria Connections” Handbook is a Nationally Recognized Educational Tool. To support these efforts, SFDM staff produced the handbook, *“Farm to Cafeteria Connections: Marketing Opportunities for Small Farms in Washington State.”* The handbook discusses seasonal availability of locally grown foods, risks, rules and regulations for farms selling to institutions, and tools for establishing Farm-to-Cafeteria programs in local

communities. In 2004, SFDM distributed 2,700 handbooks. These included copies to 34 different states. Another 5,000 copies were downloaded from WSDA’s Web site. The handbook, also funded by the USDA RMA, provides the information and tools necessary to initiate more Farm-to-Cafeteria programs in Washington and the nation.

Elementary Schools Serve Washington-Grown “Free Fruits and Vegetables.” In 2004, 25 Washington elementary schools were chosen to participate in the “Free Fresh Fruit and Vegetable Program”. This four-year, OSPI program, funded at \$772,000/year, will improve child nutrition by serving free fruits and vegetables in schools and educating kids about healthy food choices. As a result of technical assistance from SFDM, 10 schools have already chosen to purchase fruits and vegetables from local farm partners, and to work with local agricultural farms and organizations to educate kids about Washington food and farming.

SPECIALTY CROP ASSISTANCE PROVIDES FUNDING FOR DIRECT MARKETING

In October 2001, WSDA allocated \$500,000 from a one-time, federal Specialty Crop Assistance Fund to the Small Farm Direct Marketing Grant program. The purpose of this grant program is to enhance direct sales for farms in Washington, to enhance the infrastructure necessary to bring Washington farm products to market, and to develop new local markets for farmers. From this grant \$450,000 was dedicated to grants to fund local projects.

Since the beginning of the program, 25 proposals worth \$412,000 were funded (Appendix C). These projects also received \$992,000 in matching funds from the participants, private companies and local communities. Seventeen projects have been completed, generating \$5.1 million in sales for Washington farms.

Grant Highlights: Below are highlights of grants that were completed in FY’04.

Klickitat Wine Alliance (\$10,000) The Klickitat Wine Alliance brought more than 87,000 visitors to Klickitat wine country in South Central Washington with their “From Grape to Glass” marketing campaign. The campaign doubled direct sales at wineries to total \$1,094,000, developing a strong agricultural tourism market for rural Klickitat County.



Magnolia Farmers Market (\$16,000)



The Seattle Neighborhood Farmers Market Association opened up a new farmers market in the Magnolia neighborhood of Seattle. This generated \$155,490 in sales during its first year of operation for 27 Washington farmer and processor vendors who sold locally produced fresh fruits, vegetables, meats, breads, and processed foods from June-November.

Spokane Farmers Market (\$13,500) The Spokane Farmers Market, a farmer-run and operated market, increased sales by 38 percent in 2003 with the “Direct Marketing” project. The market hosted weekly events such as “Chef’s at the Market” and “Senior Days” that brought new customers to the market, and increased sales to \$199,000, the highest gross annual sales in market history.

Puget Sound Fresh (\$17,000) The Cascade Harvest Coalition increased Puget Sound Farmers Markets revenue to more than \$3,430,000 in 2002, a 35 percent increase in sales, and worked with seven regional grocery stores to promote locally grown products in their stores. The campaign increased customer demand for products grown in the Puget Sound and promoted local farmers markets, roadside stands, CSA farms, and farm stands as a source of quality fresh foods.

Mobile Poultry Processing Facility (\$29,570) The Community Agricultural Development Center engineered, built and now operates the first state-licensed Mobile Poultry Processing Unit in Washington. This unit allows producers to sell poultry through retail sales, capturing full market value for their product. Each \$27,000 unit will process 30,000 birds per year and generate up to \$240,000 in gross annual sales for the producers. It is available for use in Northeastern Washington, and serves as a model for other communities across the state.





SMALL FARM AND DIRECT MARKETING LOOKS AHEAD

Several projects have been prioritized for the SFDM program in 2005. The following projects carried out under the auspices of the SFDM program will increase the profitability of family farms by providing technical assistance, information, and marketing opportunities for Washington farms.

RISK MANAGEMENT EDUCATION: BUILDING SUCCESSFUL FAMILY FARMS

The SFDM will be managing a team of partners, both within WSDA and outside the agency to deliver a series of programs designed to provide risk management education for Washington's family farms. Working under a partnership agreement with USDA Risk Management Agency, WSDA will be developing an on-line resource for farmers. This resource will help them better understand federal, state, and local resources that will make their business more successful. In addition, SFDM will partner with the Cascade Harvest Coalition and WSU Small Farm program to deliver a series of workshops on farm business planning, value-added marketing, and compliance with food processing regulations. WSDA will also be partnering with WSU Small Farm Team to host a Value-Added Production conference that will feature nationally recognized speakers and workshops on turning raw agricultural products into processed, higher-value products.

NEWLY REVISED HANDBOOK OF REGULATIONS FOR DIRECT FARM MARKETING

To provide Washington farmers with comprehensive information about required licensing and resources for direct farm marketing, the SFDM program will publish the updated *Handbook of Regulations for Direct Farm Marketing* in early 2005. This popular resource includes information on the regulatory landscape for specific products; descriptions, tips and resources for direct marketing strategies; and requirements for operating a farm business in Washington. Over 9,000 copies of this resource have been distributed to farmers, farmers market managers, and agricultural support agencies since the last update in 2001.

FOOD POLICY COUNCILS

The SFDM program will continue through 2005 to organize the Washington State Food Policy Council. This body will serve at the state government level and focus on state policy issues that enhance both agricultural production and the ability of Washington citizens to access nutritious foods.

Interest in Food Policy Councils is on the rise throughout Washington and the SFDM will serve as an informational resource and provide technical assistance for local and regional Food Policy Council development. Efforts are already underway to establish a council in Seattle-King County. Such local councils will support the work of a state Food Policy Council by sharing information and building a stakeholder coalition to address issues faced by family-scale farms.





Small Farm and Direct Marketing Program

Appendices





APPENDIX A

SMALL FARM & DIRECT MARKETING ADVISORY BOARD

Farmer Representatives

Wade Bennett
Rockridge Orchard & Bamboo, Enumclaw, WA

Alfonso Garcia, Ph.D.
Yakama Nation, Toppenish, WA

Mariah Cornwoman
CWRay, LLC, Farm and Forest Products,
Tonasket, WA

Farmers Markets Representatives

Zach Lyons
Director, Washington State Farmers Market
Association, Seattle, WA

Chris Curtis
Director, Seattle Neighborhood Farmers Market
Alliance, Seattle, WA

Marketing Representatives

Steve Evans
King Co. Ag Programs, Seattle, WA

Jennifer Hall
Bon Appetit Management Company, Seattle,
WA

Karen Jurgensen
Seattle Central Community College, Seattle, WA

Research & Education Representatives

Marcia Ostrom
Washington State University Small Farm
Program, Puyallup, WA

Non-Governmental Organization Representatives

Chrys Ostrander
Washington Sustainable Food and Farming
Network & Chrysalis Farm, Davenport, WA

SMALL FARM & DIRECT MARKETING PROGRAM STAFF

Leslie Zenz
Program Manager

Kelli Sanger
Program Coordinator

Bruce Dunlop
NW Direct Coordinator





APPENDIX B

SMALL FARM AND DIRECT MARKETING - FUNDS LEVERAGED (2002-05)

WSDA's Small Farm and Direct Marketing program has assisted in the acquisition and dispersal of grant funds for other organizations and agencies to benefit small farms and encourage direct marketing. Many of these are multi-year projects

Amount	Funding Source
\$1,200,000	USDA Initiative for Future Agriculture & Farming Systems (IFAFS) - 2000-04 Awarded to WSU, this four-year, three-state project is entitled "Northwest Direct: Improving Markets for Small Farms." WSDA SFDM staff co-authored this successful proposal and serves as a lead investigator on the research project.
\$35,000	USDA Risk Management Agency - 2003-04. This portion of a larger USDA RMA partnership award with WSDA was used to provide educational outreach for small farmers about direct marketing and alternative markets.
\$20,000	Risk Management Education – Value-added Dairy Production and Marketing The SFDM program developed a proposal for the WSDA Food Safety program to educate dairy farmers about safely making and marketing cheese and other value-added dairy products. SFDM will collaborate on the project by facilitating the marketing component of the outreach.
\$15,000	Farmer/Food Services Database SFDM in collaboration with the Access to Healthy Foods Coalition, secured this funding from the Washington State Department of Health for the development of a database that links farmers with food services, restaurants, and other local buyers. An additional \$15,000 will be dedicated to this project from DOH during 2005.
\$597,500	Washington Vitamin Settlement Funding - 2001-04 SFDM staff assisted the Department of Social and Health Services (DSHS) for to acquire this grant and administration of the USDA Senior Farmers Market Nutrition program. DSHS has leveraged over \$100,000 in federal food dollars for this program that provides vouchers to seniors for purchasing food at farmers markets.
\$500,000	USDA Specialty Crop Assistance Funding - 2001-05 SFDM program administered a portion of the one-time USDA Specialty Crop Grant. \$450,000 in grants were awarded to farmer market organizations which provided an additional \$992,155 in local match. Increased farm sales over this three-year grant have exceeded \$5.1 million.





APPENDIX C

SPECIALTY CROP ASSISTANCE FUNDS

Projects Awarded Funding in FY2001-04: \$411,877

Increased farm sales resulting from grants, FY'01 to date: \$5,101,868

Amount	Funding Recipient
\$10,900	Bellingham Farmers Market: to develop advertising and promotional materials, increase special events and activities at the farmers market, and create “meet the producer” profiles to use in market promotional activities. Contact: Robin Crowder, Market Manager, (360) 647-2060.
\$9,000	City of Burlington: to purchase kitchen equipment for an on-site commercial kitchen at the Burlington Farmers Market for growers to turn raw agricultural products into higher value products (i.e., raspberries into jams and syrups). Contact: Emily Weaver, Market Manager, (360) 756-1339.
\$17,000	Cascade Harvest Coalition: (two grants) to promote Puget Sound Fresh , a label used by farms and farmers markets for food grown in the counties surrounding Puget Sound and \$17,125 to provide technical assistance in direct marketing, production, and land acquisition for beginning and transitioning farmers through the Washington FarmLink program. Contact Mary Embleton, Director, (206) 525-1098.
\$10,000	Klickitat Wine Alliance: to promote farm tours and a tasting room at the Mt. Adams Farmers Market including creating a brochure and other outreach materials. This grant is a component of a larger “Grape-to-Glass” initiative designed to create wine industry-centered tourism in Klickitat County. Contact: Lisa McCrummen, Pearl Communications, (206) 547-2560.
\$30,000	Lopez Community Land Trust: to provide outreach, demonstration, consulting, and evaluation activities for the first US Department of Agriculture-inspected mobile processing unit for small-scale livestock in the US The processing unit will initially serve producers in San Juan County, but operators intend to provide services as economically feasible in bordering mainland counties. Contact: Sandy Wood, Director, (360) 468-3723.
\$19,971	The Partnership for a Sustainable Methow: to conduct a “buy local” campaign in the Methow Valley including harvest celebrations, farm tours, a direct sales farm directory, advertising, public service announcements, and farmers market improvements. Contact: Leslie Ann Bestor, Director, (509) 997-1050.
\$15,000	Port Angeles Farmers Market: to promote and advertise a new Wednesday evening market in Port Angeles. This project will greatly increase marketing opportunities for new farmers, as well as many seasoned farmers in Clallam County. Contact: Kim Johns, Market Manager, (360) 683-3306.
\$13,500	Spokane Neighborhood Action Program: to conduct a marketing campaign, promotional activities, and market site improvements for the Spokane Farmers Market. Contact: Ray Lancaster, (509) 487-1114.
\$20,400	Tri-County Economic Development Council: to complete a commercial community kitchen in Colville and provide technical assistance in enterprise development, food safety, and product development for small-scale producers. Contact: Al Kowitz, WSU Extension, (509) 684-9790.
\$23,000	Friends of the Woodinville Farmers Market: for site development and promotion of a new location for the market. Contact: Julie Davidson, (425) 485-1042.



- \$29,570 WSU Community Agricultural Development Center, Stevens County:** to develop a mobile poultry processing unit to increase the marketing capability of small-scale poultry farms in Stevens, Pend Oreille, Okanogan, Ferry, and Lincoln counties. Contact: Terry Swagerty or Al Kowitz, WSU extension, (509) 684-9790.
- \$27,050 Cascade Harvest Coalition:** to work with the University of Washington to develop an ordering, delivery and invoicing system so that small farmers can collaboratively market their produce directly to UW food services. Contact: Wendy McClure, Project Leader, (425) 259-1755.
- \$14,000 Farmers Market Step Manual:** for the development of a manual for Washington State Farmers Markets. This manual will assist communities and managers wishing to create a new farmers market or to improve the performance of an existing farmers market. Increasing and improving farmers markets will expand direct marketing opportunities for family-scale farmers. Contact: Leslie Zenz, Program Manager, (360) 902-1884.
- \$7,000 Island Grown Farmers Cooperative:** to determine the feasibility of selling grass-fed beef, pork, lamb, and value-added meat products directly to consumers at a retail meat cutting facility. Contact: Bruce Dunlop, Project Manager, (360) 468-4620.
- \$20,000 Jefferson County Farmers Market Association:** to develop advertising and promotional materials, and expand and improve the Farmers Market site in Port Townsend. This grant will increase customer awareness of the Port Townsend Farmers Market as a premier source of fresh, high quality regional and organic food products, and will provide increased sales opportunities for small farmers at the market. Contact: Will O'Donnell, Chair, (360) 732-5054.
- \$16,000 Neighborhood Farmers Market Alliance:** to start up a new Saturday market in Seattle's Magnolia neighborhood. This market is modeled after several successful Seattle neighborhood markets, and will provide increased sales opportunities for small farms across the state. Contact: Karen Kinney, (206) 632-5234.
- \$10,000 Partnership for a Sustainable Methow:** to determine the feasibility of building and operating an USDA Certified Mobile Processing Unit (MPU) for small-scale livestock producers in Okanogan County. This grant is part of a larger project to allow livestock producers in Okanogan County to sell USDA certified meats directly to customers by the pound. Contact: Sue Koptonak, Executive Director, (509) 997-1050.
- \$15,000 Pike Place Market Basket CSA:** to expand the Pike Place Senior Market Basket CSA program by providing transportation solutions. The Senior Market Basket CSA program delivers fresh fruits and vegetables from Washington small farms to low-income seniors in King County. Contact: Michele Catalano, Project Leader, (206) 774-5250.
- \$7,000 Snohomish Farmers Market:** to extend the market-selling season and provide funding for market promotion and site improvements. Contact: Neil Landaas, NeilCo Enterprises, Market Manager, (206) 412-4630.
- \$15,000 Spokane Regional Convention & Visitors Bureau:** to increase profitability, livability and economic viability of the Green Bluff Agricultural Community in Spokane County by promoting Green Bluff as a destination for fresh fruits, vegetables, and other agricultural products as well as agricultural-tourism activities and events. Funding will also provide for directional and promotional signage for the region. Contact: Jeanna Shelley, Director of Tourism Development, (509) 742-9372.
- \$15,500 UW Washington Sea Grant Program:** to allow fisherman to sell their catch directly to the public by developing a business plan and opening up a "Fisherman's Wharf" in Bellingham. This project will increase the value of Whatcom County commercial fishing industry and provide the public with



a direct source for fresh caught fish. Contact: Pete Granger, Marine Advisory Services Leader, (206) 685-9261.

- \$13,930 Washington State University:** to research and evaluate safe storage and handling practices for the sale of fresh meats at farmers markets, and to conduct training to Washington farms on food safety and good agricultural practices. Contact: Richard Dougherty, Food Science Specialist, (509) 335-0972.
- \$14,195 WSU Small Farms Program:** to conduct “Rapid Market Assessments” at Farmers Markets across the state and conduct trainings for farmers market managers and board members who are interested in improving their markets. This project will provide increased sales for small farms by improving Farmers Markets’ customer and vendor base, and share knowledge about successful market strategies. Contact: Vance Corum, Direct Marketing Coordinator, (360) 576-6030.
- \$11,750 Whatcom County Agriculture Preservation Committee:** to promote the Whatcom Fresh label in grocery stores, restaurants and institutions as a source of fresh and high quality foods that are produced by Whatcom County farms. This project will increase retailer and restaurant commitment to purchasing and promoting local food products and increase the economic viability of food producers in the county. Contact: Derek Long, Project Director, (360) 303-7776.
- \$11,500 Willapa Community Development Association:** to develop a Friday market in conjunction with the established Wednesday and Saturday markets in Raymond, Washington. This project will create a destination for local residents as well as provide a source of fresh fruits, vegetables and seafood for visitors heading to the Washington coast. Contact: Carol Dunsmoor, Willapa Public Market Manager, (360) 942-4700.



